



Royal Festive Collection























25 Gul Ahmed

**FESTIVE COLLECTION 2014** 

**EDITOR'S LETTER** 

THE NEW LUXE

Feel enchanted with the hues of all festivities.

> **EMERALD THE REGAL**

This royal shade of femininity is all set to create its empire.

**GILDED AGE** 

The ornamental beauty of thread works from the era of gold will spice up your occasion.

44 THE IVORY TALE

Let's make a new story of joy and love with the most unique colors of the season.

54 IMPERIAL GLORY

The richness of chiffon is all ready to captivate the audience.

69 KEEPING **TRADITIONS ALIVE** 

> History is our treasure; bask in its magnificence with graceful, trendy cuts.

68 OF VEILS AND **TRAILS** 

> This festival would be all about zari, shimmer and joy.

74

HERITAGE

Playful, surprising, gorgeous. It's the unexpected surprises around every corner that fill life with anticipation and excitement.

88

**GROOVE IN JOY** 

Dance with the wind... be bold and brave.

ART REINCARNATED

The traditional combos with hues of gold, orange, and delightful green are all the rage.

**TARKASHI** 

Elegant work of threads inspired by the reign of

ethnicity.

114 MENAKARI

LIGHTS, CAMERA

**ACTION!** 

Add some drama to your

routine and get-set-go.

144

**LAMIS SILK** 

Delicate digital prints

inspired by the royal era.

168

**SATIN SILK** 

Luxurious silk with

monumental hues of architecture.

178

**SHINE ON** 

A moment of profound magic - the caterpillar

evolves into a butterfly.

**EBONY MOMENTS** 

You can make this moment, and every moment, a singular, dazzling one.







**METALLIC GOLD** The unique mish-mash of gold and

220 TRADITIONALLY MODERN Work a traditional look with a twist of modern cuts and look stunning.

white will create amazing effects.

**ROMANCING THE WEAVE** Embrace the softness of the latest picks of the season.



Looking toward tomorrow with a faithful nod at yesterday. Make every minute count.

264 VERY **VICTORIAN** Add some

jamawar for lavishness and wait for the applause.

**FASHIONISTA** Let your inner

golden goddess show.

TIME TO REFLECT

It's time to show your

PRINTED LAWN COLLECTION

**INSATIABLE** 

POWER DRESSING

STORE LOCATOR

32 ROYAL ZARDOZI

There's nothing finer, more superb or spectacular than zari - except, perhaps the woman who wears it.

**SHALIMAR** 

Each stitch is all too familiar with the richness of history.

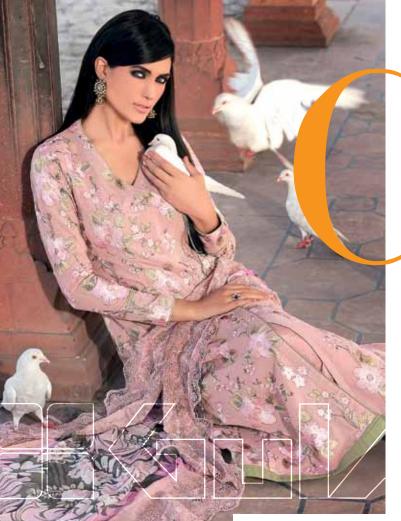


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## EDITOR'S LETTER



hange in seasons brings a change in fashion dynamics, but the festivities never cease. Summer, being the longest season, keeps its theme alive for a longer period of time.

WW.PAKSOCIETY.

At GulAhmed, we try to evolve the trends through our unique and innovative designs. With the ever-changing buying behavior and increasing demands of our valued customers, we strive even harder to develop designs that you will surely fall in love with.

Every collection is a journey for us, which starts with gaining insights into the buying trends and then contributing to those trends by making them unique. This Eid, we will take you back in time with our grandiose and magnificent designs inspired by the greatest era of art and culture, that of the Mughals. We have taken the Mughal legacy of art and culture, and conceived designs that have resulted in the creation of our Royal Festive collection. The inspiration comes from their traditional designs and methods to create a unique blend of modern yet contemporary designs that

> includes exotic embroideries with zari, block prints, on silks, chiffons and jacquards to simple classic prints. Our highly experienced creative team of veteran designers are bringing a festive collection that celebrates the greatest of festivals, Eid, with all its zeal and fervour through designs that incorporate the magnificence, opulence and pomp of the Mughal

The collection is aesthetically designed to ensure that there is a special Eid ensemble for any occasion - be it a traditional family feast or late formal

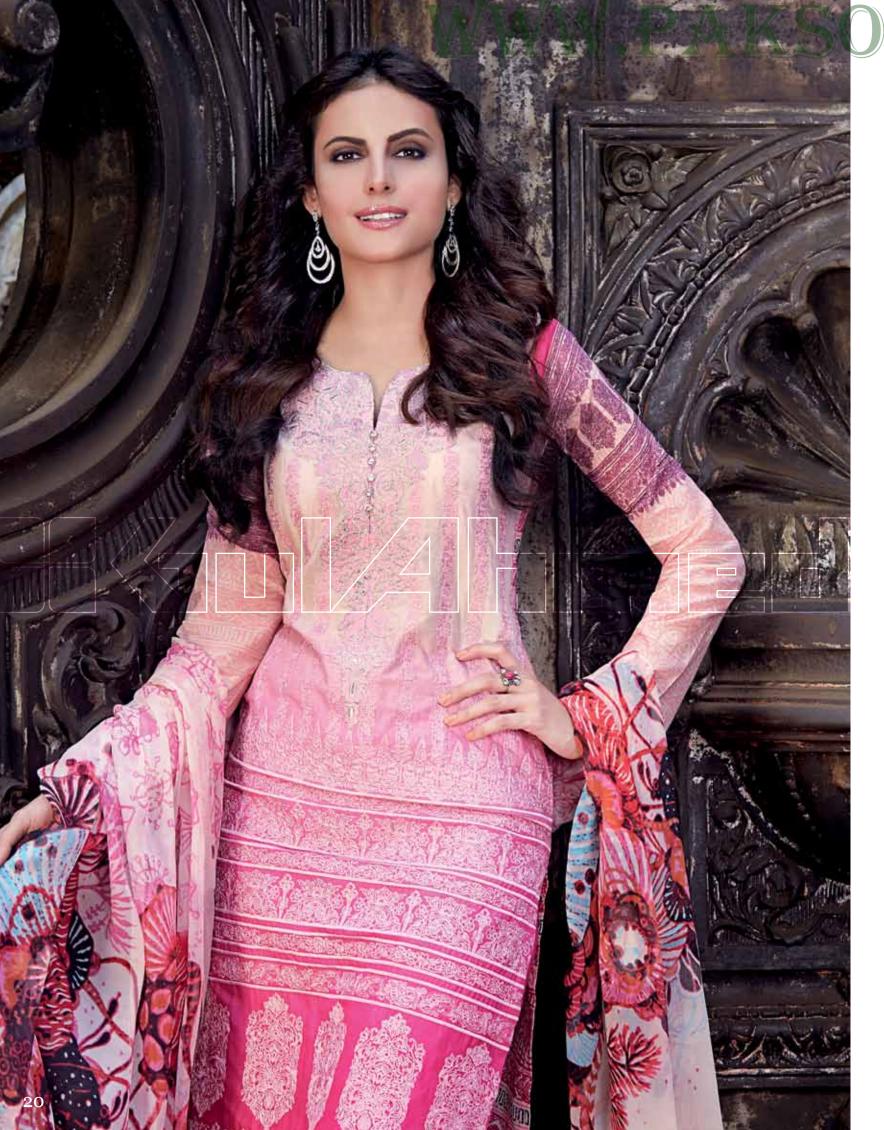
dinners. Our aim is to make you blend in with the festivity yet stand out of the crowd with our distinct myriad of designs and choices.

We promise to make this Eid your most memorable one yet where differentiation has been kept alive to make you look dazzlingly glamorous with GulAhmed.







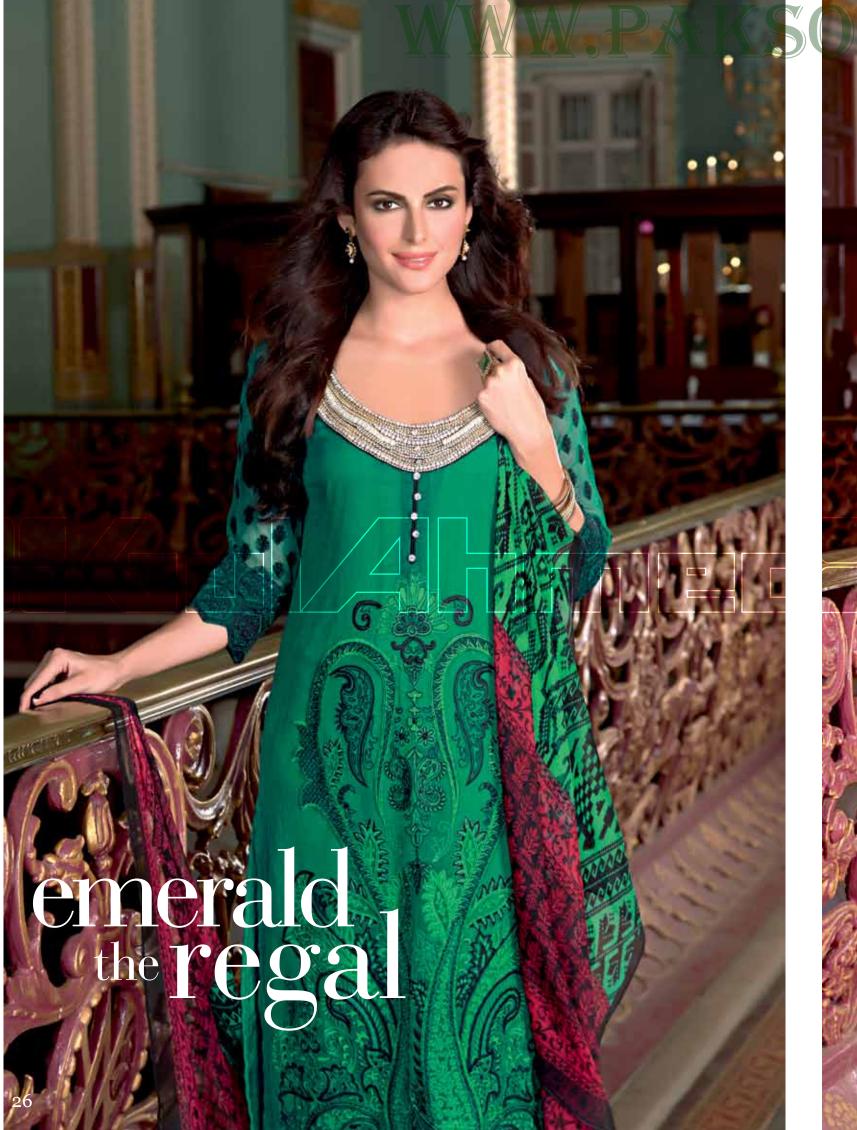




















Zari the **fantastical** -



WWW.PAKS



C-233







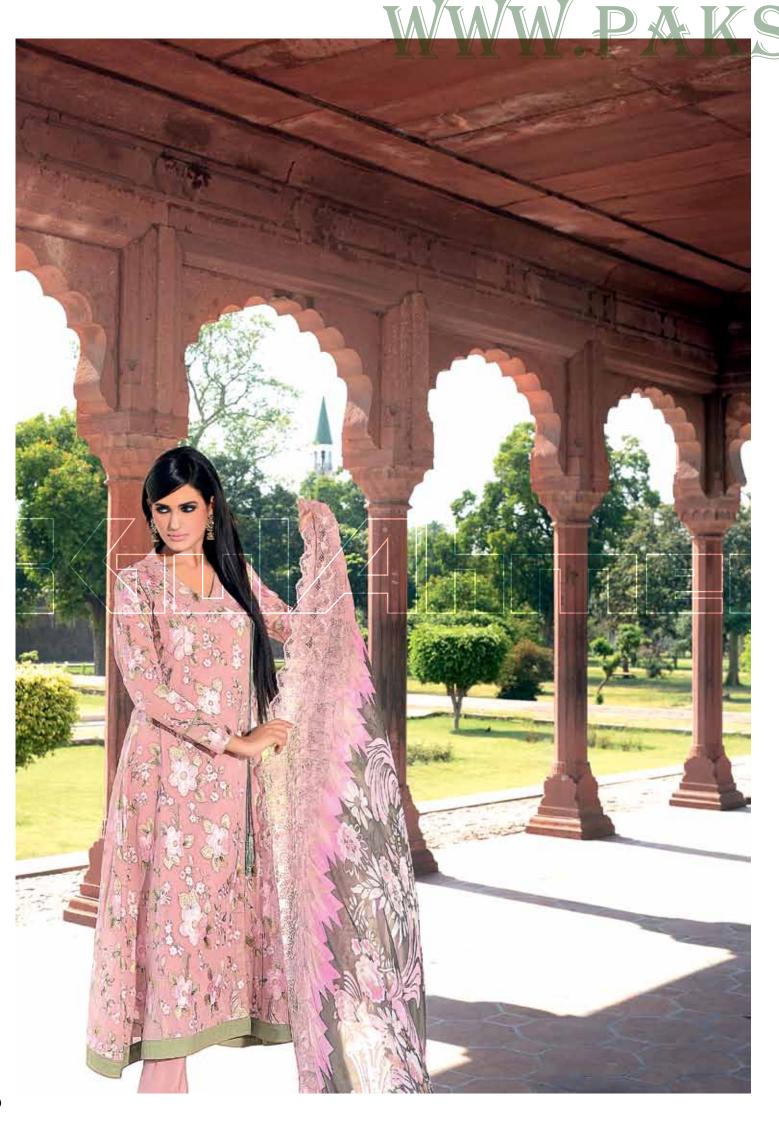


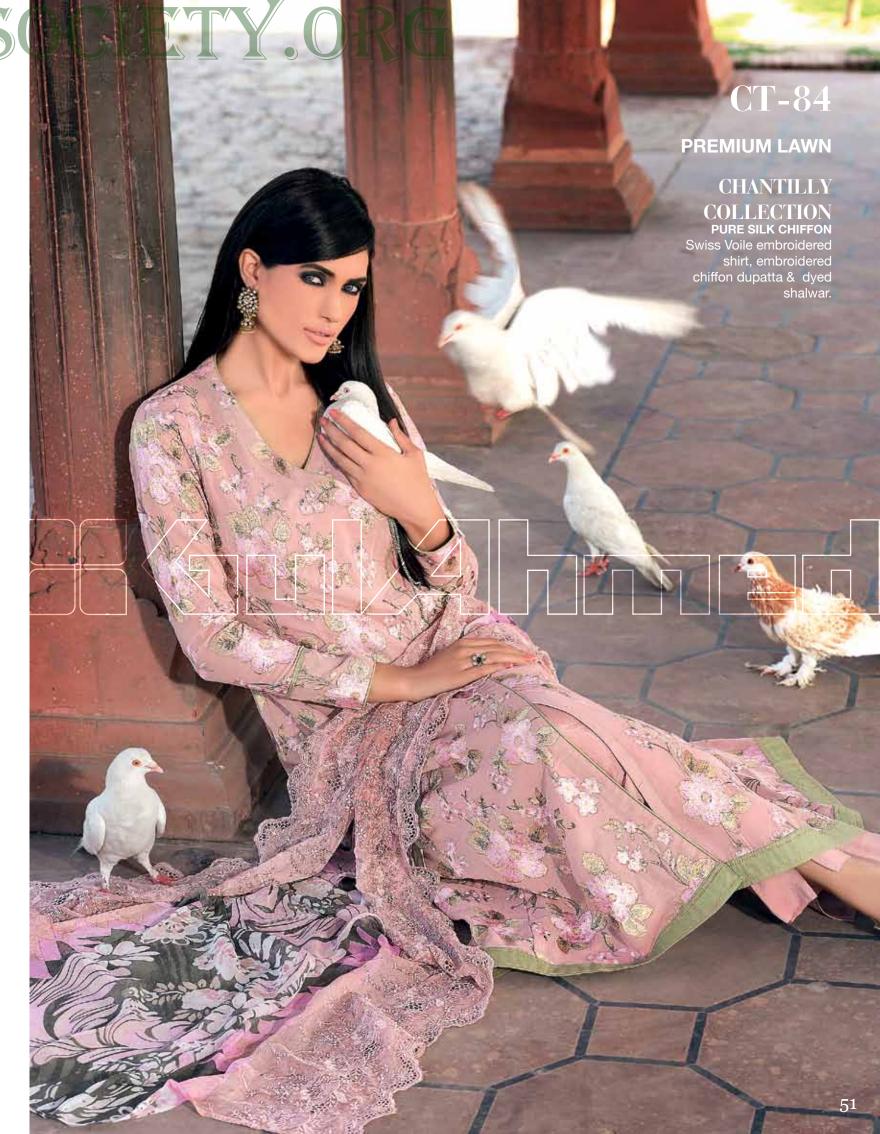






















Diva de chiffon embroidered collection

























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# **XGul**Ahmed



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## **C-243**

PREMIUM LAWN

## EMBROIDERED CHIFFON COLLECTION

COLLECTION
100% PURE SILK
Embroidered front, back,
sleeves, jacquard lace,
printed chiffon dupatta &
dyed shalwar.









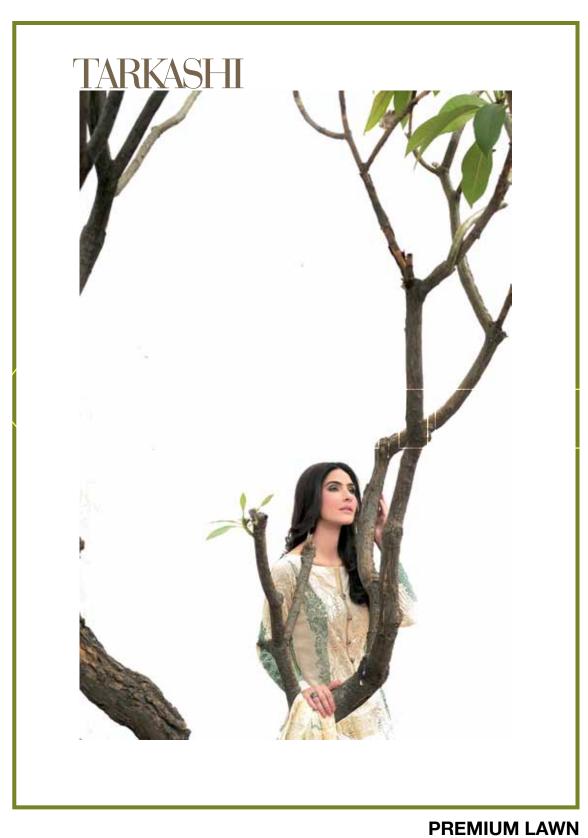
**C-203** 

PREMIUM LAWN

**EMBROIDERED CHIFFON** 

COLLECTION
100% PURE SILK
Embroidered front, printed back, embroidered sleeves, printed chiffon dupatta & dyed shalwar.





























OCIETY.ORG



**DG-13** 

DIGITAL SILK
100% PURE SILK
Embroidered front, printed back, sleeves, embroidered lace,
jacquard lace, digital silk dupatta & dyed shalwar.







# SOCIETY.ORG

**DGS-09** 

100% SILK Silk shirt, jacquard lace & chiffon dupatta.























**DGS-16** 

LAMIS SILK COLLECTION
Silk shirt & chiffon dupatta.

# W.PAKSOCIETY.ORG **DGS-23** LAMIS SILK COLLECTION 100% SILK Georgette shirt & chiffon dupatta. Have the ultimate head-to-toe style experience with our array of delectable fabrics 146 147

































**DGS-20** 

WWW.PAKSOCIETY.ORG

LAMIS SILK
COLLECTION
100% PURE SILK
Georgette shirt & chiffon dupatta.

The ultimate way to add impact to your look is to choose from our Lamis digital silk collection.

















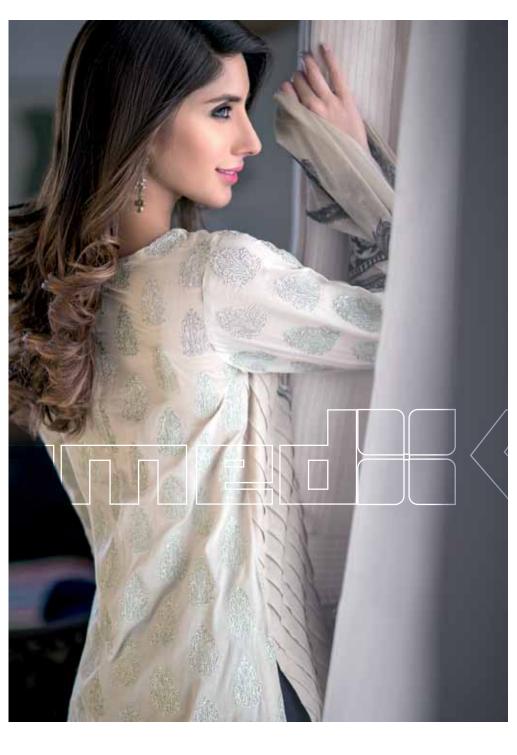






## WWW.PAKSOCIETY.





**C-223** 

**PREMIUM LAWN** 

EMBROIDERED CHIFFON

COLLECTION 100% PURE SILK

Dyed pleated front, embroidered back, sleeves, neckline, laces, printed chiffon dupatta & dyed shalwar.









C-261 EMBROIDERED CHIFFON COLLECTION

100% PURE SILK

Embroidered jacquard front,
back & sleeves, printed chiffon
dupatta & dyed shalwar



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**C-217** 

#### PREMIUM LAWN

### **EMBROIDERED CHIFFON**

COLLECTION
100% PURE SILK
Embroidered front, printed
back, sleeves, embroidered
lace, jacquard lace, printed
chiffon dupatta & dyed
shalwar.

WWW.PAKS



CHANTILLY COLLECTION

PURE SILK CHIFFON

Embroidered shirt, printed sleeves, embroidered chiffon dupatta & dyed shalwar

**CT-80** 





## WWW.PAKSOCIETY.ORG

## metallic gold

COLLECTION

BEAUTIFUL CELEBRATION













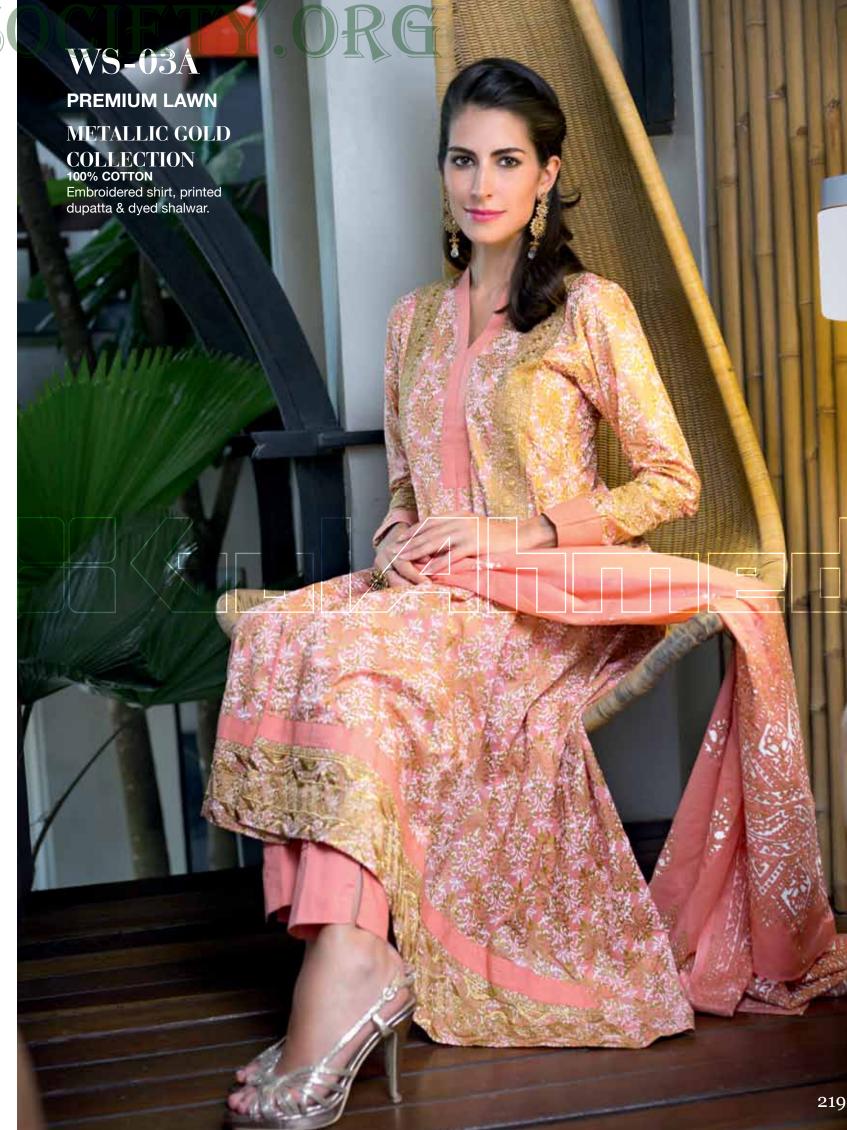
**WS-02B** 

PREMIUM LAWN

### METALLIC GOLD COLLECTION 100% COTTON Embroidered shirt, printed dupatta & dyed shalwar.

217











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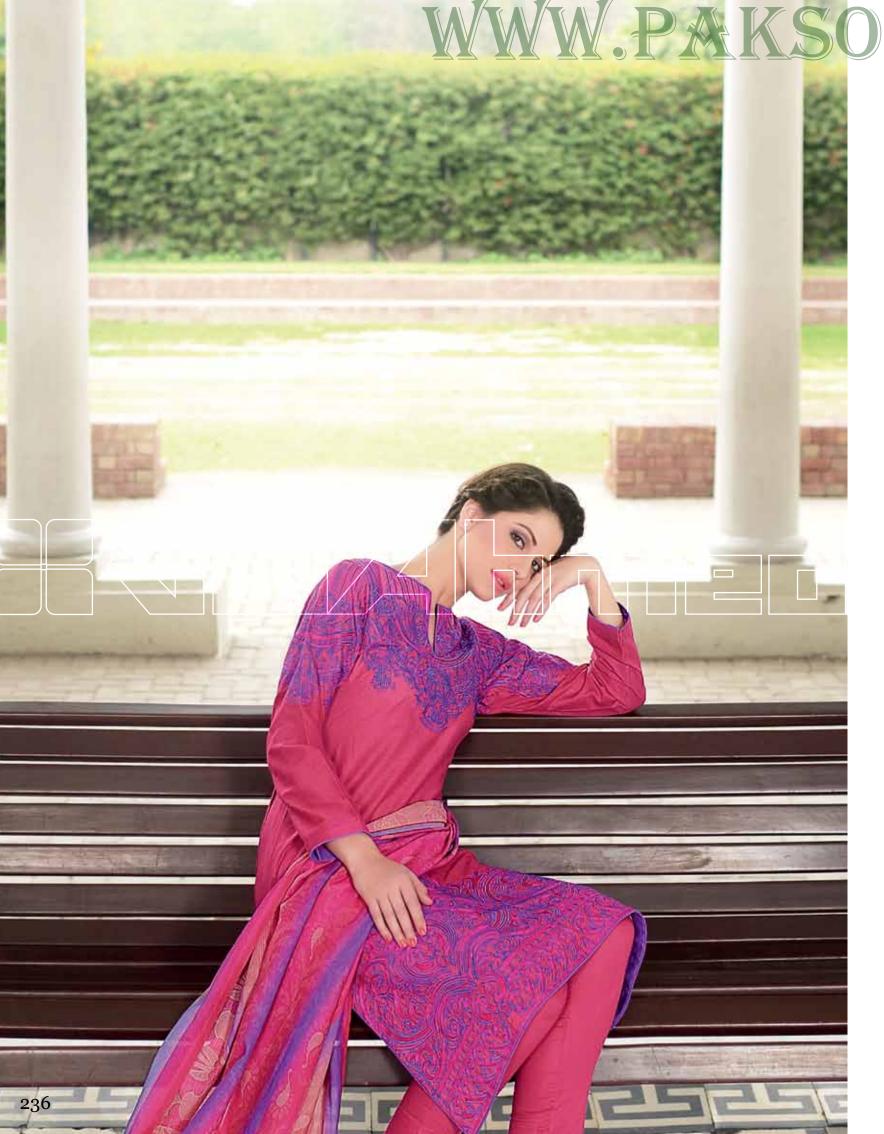


THE NEW COLLECTION

Comancing the

GulAhmed creates luxurious weaves in dyed yarn and aims to create a collection which is not only aesthetically pleasing but is also trendy...







REED & PICK COLLECTION

WWW.PAKSOCIATYORG























C-209

#### **EMBROIDERED CHIFFON**

COLLECTION

100% PURE SILK

Embroidered shirt, embroidered sleeves, embroidered lace, pleated panel, embroidered motifs, printed chiffon dupatta & dyed shalwar.



#### **CL-04A**

### EMBROIDERED LAWN

COLLECTION

100% COTTON

Embroidered front, printed back, sleeves, printed dupatta & dyed shalwar.

















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**CL-62** 



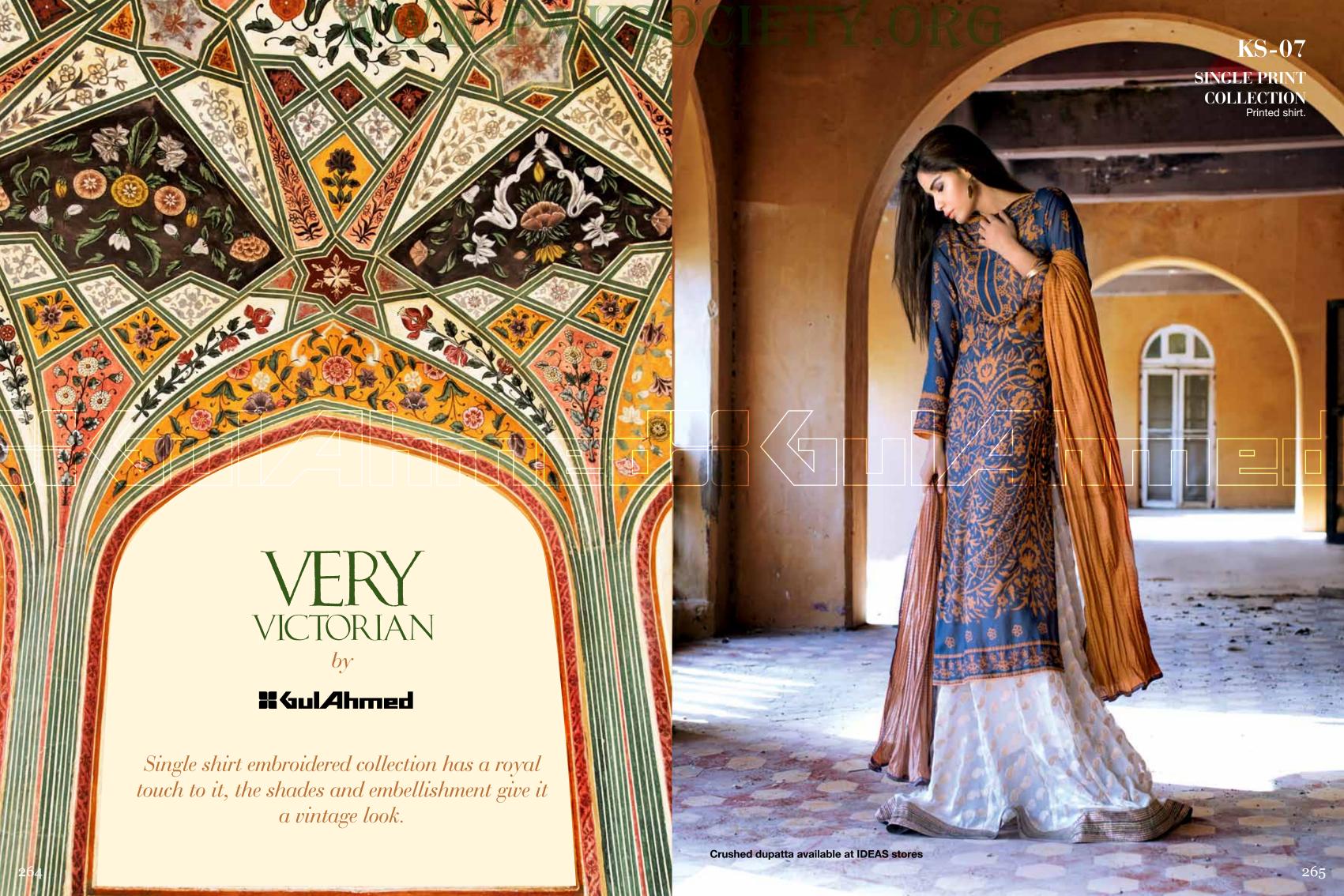


### EMBROIDERED LAWN

COLLECTION

100% COTTON

Embroidered front, printed back, sleeves, printed dupatta & dyed shalwar.







WWW.PAKSOCIET

PAIR OUR SINGLE
DESIGNS WITH CLASSIC
CHURIDARS OR LEHNGA,
TRENDY TROUSERS OR
SPUNKY TIGHTS FOR A
FUN-FILLED FESTIVAL.







Crushed dupatta available at IDEAS stores



### WWW.PAKS



SINGLE-03

SINGLE PRINT COLLECTION Embroidered back, printed front, sleeves & embroidered lace.







SINGLE-01

















**CL-13A** 

PREMIUM LAWN

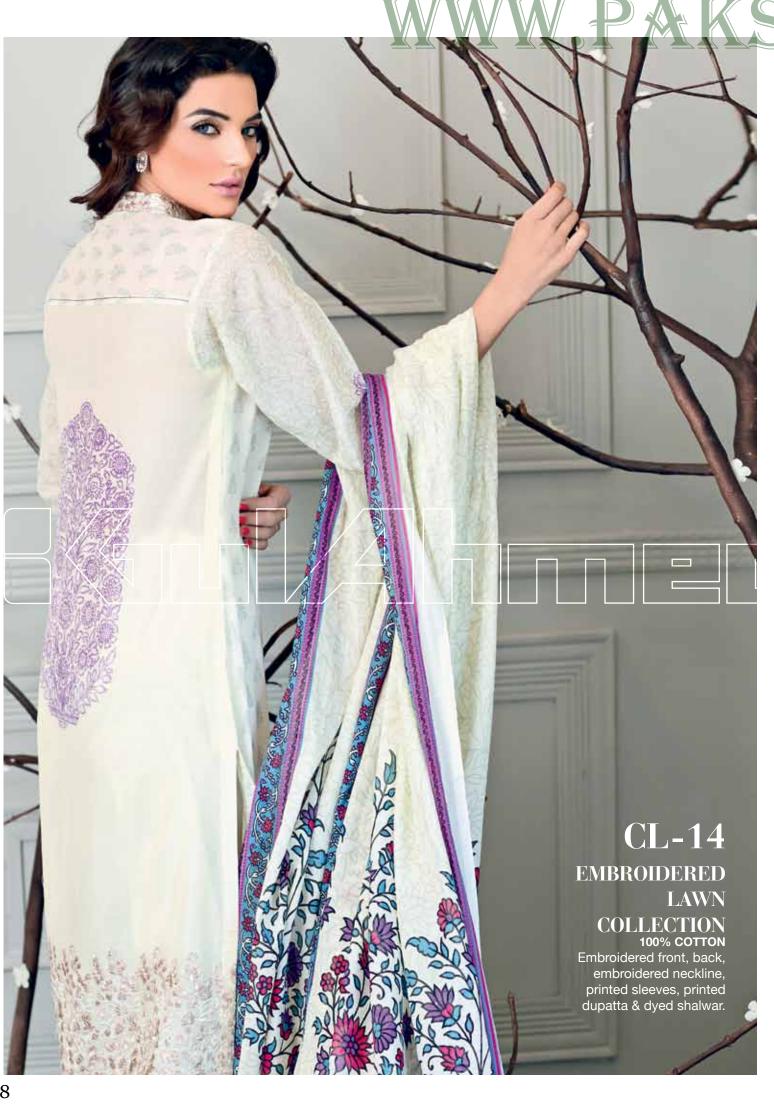
**EMBROIDERED** 

LAWN COLLECTION
100% COTTON
Embroidered front, printed back, sleeves, printed dupatta & dyed shalwar.

























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**KS-01B** 

Printed shirt & dupatta.







KS-04B

Printed shirt & dupatta.

KS-04A

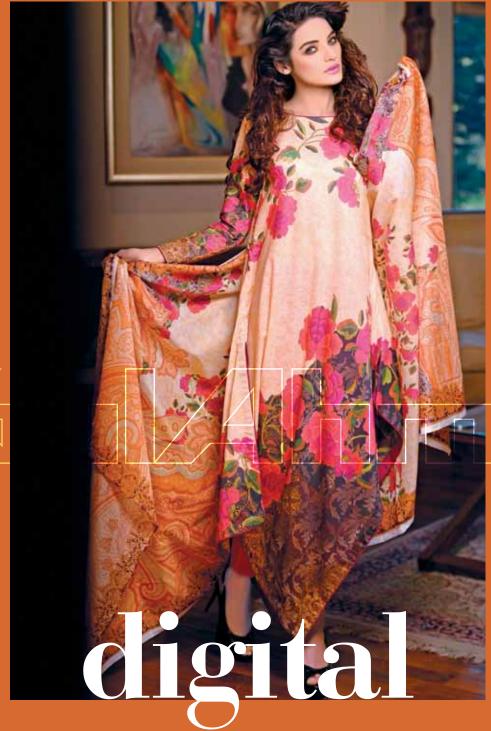
Printed shirt & dupatta.





# OCIETY.ORG





printed lawn collection
SIGNATURE SERIES

SGS-27 PREMIUM LAWN

Printed shirt, printed dupatta & dyed shalwar.



**SGS-15** 

PREMIUM LAWN

**SIGNATURE** SERIES
100% COTTON LAWN
DIGITAL PRINT
Printed shirt, printed
chiffon dupatta & dyed
shalwar.



**SGS-16** PREMIUM LAWN SICNATURE SERIES
100% COTTON LAWN
DIGITAL PRINT
Printed shirt, printed
dupatta & dyed shalwa



308







# elegance elegance

Hues of yellow and sumptuous purple are all the rage in this festive season

**CL-01A** 

**NORMAL LAWN** COLLECTION 100% COTTON

Printed shirt, sleeves, dupatta & dyed shalwar.



THE ORIGINAL LAWNTM

**CL-01B** 











**CL-21B** 











# SOCIETY.ORG

#### **CELEBRATE THE MOMENT**

MAKE IT UNFORGETTABLE WITH OUR NORMAL LAWN COLLECTION, BRILLIANT FLASHES OF JOY & BEAUTY



**CL-06B** 

NORMAL LAWN COLLECTION
100% COTTON
Printed shirt, dupatta &
dyed shalwar.

329

**CL-06A** 





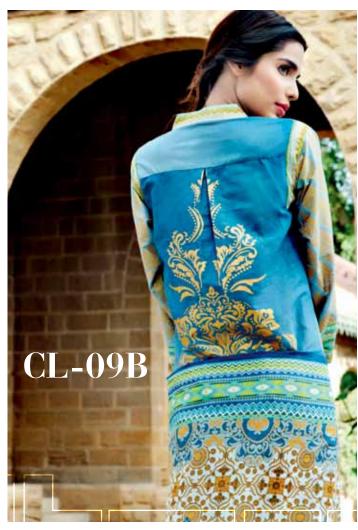
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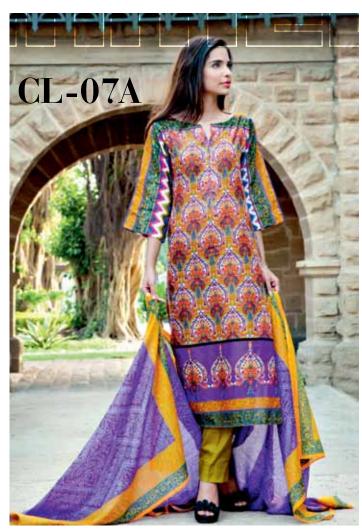














## #Gul Ahmed **Exclusive Stores**

KARACHI

Bahadurabad Bahadurabad Arcade, Shop No. 5 & 6, Block-3, Near KFC. Tel: 021-34858951-54

Clifton

BC 13, Block-9, Ground Floor, Razi Towers, Near Schon Circle, Main Clifton. Tel: 021-35374131-5

Dolmen City, Outlet No. G140-4, Block-4, Scheme No. 5, Ground Floor. Clifton

Tel: 021-35296106-10

Park Tower, Shop No. GR-35, Clifton.

Tel: 021-35837515-18

The Ocean Mall, Plot No. G-3 Khyaban-e-Igbal, Block-9, Clifton,

Tel: 021-35140831-3

**Dhoraji Colony** 

Block 7&8, Shop No. 3 & 4. Tel: 021-34942441

Gulistan-e-Johan Millenium Mall, G-1, Shop No. 17, 18, 19

Main Rashid Minhas Road,

Tel: 021-34603366 & 021-34680671

Gulshan-e-Igbal

Shop No.3 & 4, Block-3, KDA Scheme No.24. Tel: 021-34988285

Hyderi

Plot No.D-4, Block H, North Nazimabad, Hyderi. Next to Saima Pari Mall.

Tel: 021-36724481-88

Lasbela

Shop No. G3 & G4, Bagh Sarah Apartment, Lawrence Road, Garden West. Tel: 021-32237341-2

Saddar

Atrium Mall. 249 Staff Lines. Shop No. 2, 3, 24, & 25, Zaib-un-Nisa Street, Saddar, Tel: 021-35640994-6

Metro Cash & Carry Store, Lines Area, Saddar.

Tel: 021-32788868 & 021-32788801

Shahrah-e-Faisal

Metro Cash & Carry Store, Star Gate, Shahrah-e-Faisal.

Tel: 021-34602257-8

Dolmen Mall, 3rd Floor

Tariq Road

Outlet No. T-32, Block No. 3, PECHS. Tel: 021-34321180-4

Shop No. 2&3, Ground Floor, Liberty Chowk. Tel: 021-34389554-5

**University Road** 

334

Shop No. 4, Ground Floor, Al Khyber Market, Adj. Samama Mall. Tel: 021-34810980

LAHORE

**Cavalry Ground** Plot No. 13, Commercial Area,

Lahore Cantt. Tel: 042-36610234-6

DHA

Building No. 1, Block Z, Phase-3, Commercial DHA. Tel: 042-35692884

Gulberg

City Tower Shop No. MF C2-A, Main Boulevard Road, Gulberg. Tel: 042-35788778 & 042-35788791-2

Igbal Town

Plot No. 17, Pak Block, Allama Igbal Town. Tel: 042-37800577

Liberty

Building No.5 Commercial Zone Liberty Market, Gulberg III. Tel: 042-35789702-4

Mall Road

Shop No. S-19-59, Mall Road, Near Panorama Center. Tel: 042-36309166-8

**Model Town** 

Plot No. 207 B/P-II, Link Road, Model Town. Tel: 042-35201592-7

Metro Cash & Carry Store, Link Road, Model Town, Tel: 042-35916953

**New Anarkali** 

New Anarkali, Wool House. Tel: 042-37360855-7

Ravi Road

Metro Cash & Carry Store, Main Ravi Road. Tel: 042-37947261-3

**Wapda Town** 

Plot No. 189-F, PIA Housing Society. Tel: 042-35955403

**ISLAMABAD** 

F-7 Markaz

Plot No. 13-A, Main Double Road, F-7 Markaz. Tel: 051-2652491-96

F-10 Markaz

Building No.7-G, Lords Plaza, F-10 Markaz, Tel: 051-2113614-19

**RAWALPINDI** 

Saddar

Ideas Plaza, Opp. Pizza Hut, Adamjee Road, Saddar. Tel: 051-5120792-6

**Satellite Town** 

Building No. B-1, City Shopping Center, Commercial Market. Tel: 051-4428819-21

**HYDERABAD** 

**Auto Bhan Road** 

Plot No. 07, B-15/7, Railway Employee Co-operative Housing Society,

Main Auto Bhan Road. Tel: 022-3820023-24 & 022-3820084-85

Chandni Bazaar

Shop No. 56-57, Cantonment Shopping Center, Salahuddin Road,

Chandni Bazaar, Cantonment. Near Bombay Bakery.

Tel: 022-2729972-3 & 022-2729934

Jaranwala Road Doburi Shopping Mall, Kohinoor City.

Tel: 041-8535686-88

SIALKOT

Sialkot Cantt.

Eastern Portion Building, V Mall Adj.

to Borjan, Sialkot Cantt. Tel: 052-4292070

**GUJRAT** 

Main Court Road Abdullah Mall, Main Court Road.

Tel: 053-3606490 & 053-3607945

**GUJRANWALA** 

**Satellite Town** 

Green Center, Main Market. Tel: 055-3734007

MIRPUR (AJK)

Kotli Road

Plot No.63-A, Muhammad Ismail Plaza, Tel: 05827-437353-5

**MULTAN** 

Ismail Abdali

77, Abdali Tower, Near Ramada

Road

Hotel Abdali Road. Tel: 061-4574005-10

**PESHAWAR** 

**University Road** 

Property No. 1185/1242 Main Jamrood University Road. Tel: 091-5854154-8

SARGODHA

**University Road** 

Ideas Sargodha, Modern Shopping Mall, Main University Road,

Sargodha.

Tel: 048-3769070,3769170

BAHAWALPUR

Ideas Bahawalpur Near DC Office Chowk in,

Haqi Center,

Bahawalpur, Tel: 062-2281224, 062-2281227, 062-2281229

**QUETTA** 

**Gulistan Road** 

Shop No. 2, Millenium Mall, Adj. of Police Lane, Shahrah-e-Gulistan,

Quetta Cantt.

Tel: 081-2830476-77

SAHIWAL

Bhandari Chowk Girls College Road, Near Bhandari

Chowk, Sahiwal, Tel: 040-4460222 & 040-4460444

**RAHIMYAR KHAN** Plot No. 28, Town Hall Road, Opp.

**Model Town** 

North Gate City Park, Model Town,

Tel: 068-5879100-3

## **UPCOMING STORES - OPENING SOON**

#### DHA, KARACHI

The Place, 214-A Khayaban-e-Shaheen, Phase VIII, DHA, Karachi.

#### **FACTORY OUTLET**

Plot No. 27 & 28 Adj. to KFC, Korangi Industrial Area, Karachi.

#### **EME, LAHORE**

Shop#4-10, Sraw Square, Near Muhafiz Town Phase 1. Canal West Bank Road, Lahore.

#### **GULBERG III, LAHORE**

Plot No. 100 B-II, Gulberg III, (MM Alam Road) Adjacent Hardees

#### MANDI BAHAUDDIN

Hakim Mall, Jail Road,

#### CENTAURUS, ISLAMABAD

Centaurus Mall. Jinnah Avenue.

#### **JHELUM**

#### **ISLAMABAD**

Al-Safa Gold, Shop No. S-21 & S-28, Second Floor, Plot No. 5, Markaz F-7.

#### MULTAN

Pace N Pace, Shop No. 15-18 & 24-30, Ground Floor Hall, Bosan Road.

#### **GUJRANWALA**

Kings Mall, By Pass, Opposite Wapda Town

## **GULAHMED** INTERNATIONAL

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**LEADING STORES** 







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## **KGul**Ahmed

THE ORIGINAL LAWNTM







